Prince Edward Island TOURISM INDICATORS

Tourism Indicators

December 2016

% Change 2015/2016 ~ = Not open / operating N/A = Not available ** = Data not comparable	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	9.8%	9.8%	29.5%	23.8%	6.0%	1.1%	8.9%	12.5%	9.4%	13.8%	5.7%	0.6%	4.1%
Air	11.9%	19.1%	25.0%	26.8%	21.2%	13.4%	15.0%	6.8%	7.5%	14.3%	9.3%	2.8%	-1.7%
Ferry	-13.7%	~	~	~	~	35.2%	-6.8%	-14.5%	-22.0%	-21.0%	-20.4%	9.0%	-15.7%
Cruise Ships (Charlottetown)	-15.6%	~	~	~	~	-57.8%	-45.2%	-39.1%	33.3%	1.2%	-18.3%	~	~
Cruise Ships (Summerside)	~	~	~	~	~	~	**	~	~	~	~	~	~
Motorcoach	26.5%	0.0%	-100.0%	0.0%	40.6%	-4.0%	3.3%	11.0%	69.0%	35.1%	-2.2%	506.7%	**
Visitor Inquiries (English)													
Tourism PEI Website	-27.1%	-34.6%	-34.1%	-34.6%	-16.5%	-27.5%	-17.2%	-33.2%	-34.7%	-27.9%	-10.7%	-4.9%	6.9%
Call Centre	-12.5%	-61.0%	-50.5%	-26.5%	-3.8%	-23.2%	-17.0%	3.5%	19.5%	6.2%	0.0%	-12.3%	39.9%
Mail Out Kits	1.1%	7.7%	28.7%	15.1%	26.1%	-1.5%	-25.3%	-29.0%	-24.0%	-16.5%	-3.2%	-12.0%	35.9%
Visitor Inquiries (French)													
Tourism PEI Website	7.6%	-2.2%	-0.5%	-13.3%	-16.7%	-9.6%	47.6%	14.0%	18.4%	7.9%	7.5%	-9.4%	7.8%
Call Centre	11.5%	42.4%	-22.1%	23.5%	47.8%	-3.2%	2.2%	0.6%	25.3%	3.3%	-8.0%	115.4%	185.7%
Mail Out Kits	-1.0%	5.6%	10.3%	-3.1%	43.3%	-24.6%	-23.6%	-20.7%	-13.1%	-29.9%	9.0%	1.3%	-24.0%
Visitor Information Centres / Destination Centres													
Total Parties Counselled	-0.1%	10.3%	188.9%	66.4%	64.0%	-18.3%	-4.6%	-0.1%	0.4%	4.0%	3.1%	-28.2%	-36.2%
Golf PEI													
Non-Member Rounds	10.8%	~	~	~	**	72.5%	5.8%	18.4%	-0.1%	4.9%	15.1%	~	~
Parks Canada													
PEI National Park	8.1%	-7.2%	21.2%	14.3%	0.0%	-13.2%	17.1%	24.5%	0.1%	3.1%	N/A	N/A	N/A
Green Gables	16.9%	~	~	~	-27.6%	0.2%	12.3%	15.7%	24.8%	19.4%	1.3%	-31.0%	~
Heritage Sites													
Orwell	16.4%	~	~	~	~	~	31.1%	-1.0%	50.4%	15.6%	-10.1%	~	~
Beaconsfield	-8.2%	-0.2%	57.1%	23.7%	42.5%	-34.5%	4.3%	-6.4%	16.4%	-8.3%	-38.9%	-90.0%	-89.2%
Eptek	-6.7%	18.3%	118.3%	-21.3%	-49.1%	-29.9%	-25.2%	-8.8%	2.3%	-13.7%	-26.4%	-1.2%	52.4%
Acadian Museum	8.9%	130.8%	441.2%	-6.1%	6.3%	41.1%	19.2%	1.3%	5.3%	22.0%	17.3%	-58.1%	12.2%
Elmira	-1.3%	~	~	~	~	154.7%	9.3%	1.5%	-15.6%	33.9%	~	~	~
Basin Head	64.2%	~	~	~	~	**	27.8%	72.9%	63.1%	83.4%	~	~	~
Green Park	-6.0%	~	~	~	~	**	-13.8%	3.3%	-9.9%	34.0%	~	~	~
Total Visitors	15.0%	13.1%	118.8%	-10.0%	-13.0%	-24.1%	8.5%	20.3%	25.4%	19.0%	-21.3%	-43.8%	-22.1%

Release Date: Thursday, January 26, 2017

Prince Edward Island TOURISM INDICATORS

Tourism Indicators
December 2016

Actuals 2016 ~ = Not open / operating N/A = Not available ** = Data not comparable	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Cruise Ships (Charlottetown)	97297	~	~	~	~	3874	7083	7837	11727	43703	23073	~	~
Cruise Ships (Summerside)	300	~	~	~	~	0	300	0	0	0	0	~	~
Motorcoach	29827	0	0	0	90	547	4329	7052	8407	7247	1995	91	69
Visitor Inquiries (English)													
Tourism PEI Website	1,417,782	79,941	85,260	104,131	112,345	132,432	193,568	252,837	195,108	95,660	57,448	52,610	56,442
Call Centre	12,970	457	602	948	1,222	1,264	1,589	2,770	2,387	910	329	250	242
Mail Out Kits	46,702	3,669	10,005	6,052	6,383	5,241	4,548	3,801	2,695	1,332	948	850	1,178
Visitor Inquiries (French)													
Tourism PEI Website	301,165	12,021	13,668	17,586	24,534	27,290	46,509	68,244	44,513	17,037	9,875	8,452	11,436
Call Centre	1,968	47	67	142	266	239	275	472	327	62	23	28	20
Mail Out Kits	7,023	470	589	928	2,181	887	759	624	258	89	85	80	73
Visitor Information Centres / Destination Centres													
Total Parties Counselled	111,373	129	208	223	638	3,543	14,135	32,886	34,353	19,995	4,866	293	104
Golf PEI													
Non-Member Rounds	124,694	~	~	~	1,031	7,407	20,934	30,654	31,905	25,554	7,209	~	~
Parks Canada													
PEI National Park	505,359	10,918	10,931	14,336	20,107	33,089	67,518	143,160	137,414	67,886	N/A	N/A	N/A
Green Gables	187,662	~	~	~	89	5,921	22,485	53,049	60,564	32,719	12,815	20	~
Heritage Sites													
Orwell	9,306	~	~	~	~	~	1,033	2,531	2,995	1,612	1,135	~	~
Beaconsfield	10,745	426	275	214	660	530	1,516	2,296	2,587	1,523	631	45	42
Eptek	11,745	588	810	440	397	383	757	2,886	2,715	1,065	651	576	477
Acadian Museum	6,605	60	184	108	135	302	707	1,822	2,002	814	258	121	92
Elmira	6,151	~	~	~	~	163	401	2,660	2,279	648	~	~	~
Basin Head	25,321	~	~	~	~	0	1,686	10,466	10,913	2,256	~	~	~
Green Park	3,771	~	~	~	~	0	388	1,400	1,849	134	~	~	~
Total Visitors	73,644	1,074	1,269	762	1,192	1,378	6,488	24,061	25,340	8,052	2,675	742	611

Prince Edward Island TOURISM INDICATORS

Occupancy - Fixed Roof

December 2016

% Change 2015/2016		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	**YTD**	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		114	117	119	137	455	1,005	1,164	1,173	1,057	562	167	144
% Change		2.7%	2.6%	3.5%	5.4%	5.8%	2.6%	5.1%	5.6%	5.7%	8.5%	16.8%	18.0%
Total Room-nights Available	**1,355,721**	66,949	62,488	67,281	66,838	113,692	172,037	192,303	190,361	167,317	110,864	72,749	72,842
% Change	**1.7%**	-3.2%	-0.1%	-2.6%	-3.0%	2.8%	1.9%	2.8%	2.1%	2.5%	0.3%	6.4%	6.1%
Total Room-nights Sold (RNS)	**650,364**	18,811	19,053	18,508	22,218	33,656	71,797	145,682	151,699	89,010	38,835	23,570	17,525
% Change	**9.9%**	9.9%	26.8%	14.7%	16.6%	8.3%	10.9%	13.3%	8.9%	9.8%	-3.6%	3.2%	6.2%
Occupancy Rate	**48.0%**	28.1%	30.5%	27.5%	33.2%	29.6%	41.7%	75.8%	79.7%	53.2%	35.0%	32.4%	24.1%
% Point Change	**3.6%**	3.4%	6.5%	4.1%	5.6%	1.5%	3.4%	7.0%	5.0%	3.5%	-1.4%	-1.0%	0.0%
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	**39.1%**	27.5%	30.6%	22.9%	26.2%	28.2%	31.1%	65.2%	72.3%	43.2%	33.5%	35.0%	20.1%
% Point Change	**1.5%**	-2.8%	1.3%	-7.6%	-1.5%	-0.5%	-3.5%	7.5%	12.6%	2.2%	5.3%	-2.1%	-3.9%
Room-nights Sold (RNS)	**97,643**	4,336	4,493	3,603	4,004	5,734	8,000	18,143	20,149	11,179	7,687	6,537	3,778
% Change	**4.2%**	-15.9%	-0.1%	-30.3%	-13.7%	-6.1%	-8.7%	13.6%	21.9%	7.0%	20.7%	9.1%	-6.1%
Summerside Area [1]													
Occupancy Rate	***41.4%***	*29.4%*	*33.0%*	*25.1%*	*28.2%*	*31.3%*	*35.1%*	*69.3%*	*75.5%*	*49.4%*	*36.8%*	*43.2%*	*24.1%*
% Point Change	***1.6%***	*-2.1%*	*2.0%*	*-6.6%*	*-1.7%*	*-0.7%*	*-6.9%*	*7.6%*	*10.0%*	*3.8%*	*4.3%*	*2.7%*	*-0.9%*
Room-nights Sold (RNS)	***77,080***	*4,180*	*4,334*	*3,534*	*3,878*	*5,003*	*5,946*	*12,456*	*13,623*	*8,444*	*6,123*	*6,089*	*3,470*
% Change	***0.7%***	*-14.0%*	*0.8%*	*-26.5%*	*-12.5%*	*-6.6%*	*-16.8%*	*13.0%*	*16.1%*	*8.8%*	*11.9%*	*4.1%*	*-8.4%*
Green Gables Shore													
Occupancy Rate	**50.1%**	1.5%	1.1%	4.9%	3.6%	12.2%	32.3%	80.1%	82.3%	41.6%	18.4%	20.0%	3.4%
% Point Change	**4.3%**	-4.9%	0.0%	4.4%	2.4%	0.8%	4.0%	8.3%	3.6%	2.7%	0.6%	16.7%	0.4%
Room-nights Sold (RNS)	**153,662**	54	37	179	135	2,896	17,950	51,354	52,995	23,393	3,798	745	126
% Change	**12.2%**	-78.5%	0.0%	894.4%	159.6%	24.3%	16.9%	15.1%	7.9%	11.2%	-0.7%	436.0%	0.8%
Red Sands													
Occupancy Rate	**33.7%**	3.0%	3.1%	2.2%	3.0%	5.6%	21.0%	69.0%	71.9%	28.2%	11.7%	9.2%	5.0%
% Point Change	**6.1%**	2.1%	1.7%	0.3%	1.6%	1.8%	5.3%	13.4%	12.0%	6.8%	5.8%	3.6%	2.2%
Room-nights Sold (RNS)	**18,231**	51	49	43	74	234	1,682	6,494	6,675	2,191	476	174	88
% Change	**20.5%**	218.8%	133.3%	26.5%	184.6%	50.0%	35.2%	18.6%	12.1%	21.7%	92.7%	67.3%	76.0%
Charlottetown													
Occupancy Rate	**53.3%**	33.1%	35.7%	33.5%	41.6%	41.8%	62.0%	81.6%	85.7%	78.9%	48.9%	35.2%	29.0%
% Point Change	**3.9%**	6.8%	10.4%	9.4%	9.3%	3.8%	5.7%	3.4%	1.5%	3.2%	-6.7%	-2.4%	1.3%
Room-nights Sold (RNS)	**319,572**	14,170	14,227	14,364	17,575	22,630	36,877	52,110	52,738	41,591	24,600	15,663	13,027
% Change	**9.5%**	23.4%	42.5%	37.3%	26.9%	7.8%	11.7%	9.9%	5.6%	6.9%	-12.0%	-2.4%	10.0%
Points East													
Occupancy Rate	**41.9%**	6.5%	8.5%	10.3%	14.0%	19.1%	31.5%	64.9%	70.2%	43.2%	17.6%	11.4%	13.8%
% Point Change	**3.3%**	-0.7%	-9.9%	-4.7%	-1.6%	3.2%	3.3%	8.5%	4.6%	5.9%	2.0%	-4.3%	-0.3%
Room-nights Sold (RNS)	**61,256**	200	247	319	430	2,162	7,288	17,581	19,142	10,656	2,274	451	506
% Change	**13.3%**	-5.2%	-49.7%	-29.0%	-10.8%	44.9%	14.6%	16.6%	8.1%	20.0%	20.2%	-18.7%	10.2%

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

Prince Edward Island TOURISM INDICATORS

Occupancy - Fixed Roof

December 2016

% Change 2015/2016		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	**49.5%**	31.8%	34.3%	30.6%	37.2%	36.3%	50.2%	77.1%	82.2%	63.9%	42.3%	36.4%	26.4%
% Point Change	**4.0%**	4.6%	7.5%	4.4%	6.2%	3.2%	4.4%	8.1%	5.8%	3.7%	-2.9%	-1.7%	-0.6%
Room-nights Sold (RNS)	**428,197**	18,067	18,070	17,429	20,839	27,023	46,471	76,702	80,072	55,317	30,462	21,668	16,077
% Change	**8.9%**	12.0%	26.5%	13.3%	16.6%	5.2%	9.9%	14.4%	9.4%	7.1%	-7.0%	0.9%	3.6%
Inns													
Occupancy Rate	**54.8%**	22.7%	29.6%	28.6%	31.3%	28.0%	47.8%	84.4%	85.2%	67.2%	33.2%	39.8%	25.5%
% Point Change	**4.7%**	3.1%	6.3%	10.3%	4.5%	-8.0%	7.1%	15.0%	7.1%	5.0%	-3.6%	5.3%	-1.4%
Room-nights Sold (RNS)	**27,551**	409	498	514	544	1,226	3,458	6,435	6,577	4,900	1,620	847	523
% Change	**13.3%**	8.2%	23.3%	46.4%	9.5%	20.8%	20.2%	20.1%	9.3%	9.7%	-3.7%	14.6%	-0.6%
Cabins/Cottages													
Occupancy Rate	**47.9%**	7.1%	5.9%	9.1%	15.3%	14.6%	27.9%	75.2%	77.9%	35.7%	15.8%	12.0%	15.2%
% Point Change	**2.5%**	3.3%	1.5%	2.5%	11.2%	2.1%	1.9%	4.4%	3.1%	3.2%	1.9%	3.5%	6.0%
Room-nights Sold (RNS)	**147,080**	148	126	210	402	3,215	15,514	50,520	52,337	20,193	3,373	506	536
% Change	**12.9%**	117.6%	63.6%	54.4%	255.8%	44.4%	13.3%	11.9%	8.7%	16.5%	17.6%	95.4%	131.0%
Tourist Home/B&B													
Occupancy Rate	**36.4%**	2.8%	6.0%	5.7%	6.6%	17.5%	39.6%	67.9%	71.5%	53.0%	27.4%	8.0%	5.5%
% Point Change	**3.4%**	-5.0%	1.4%	1.5%	-1.9%	-0.1%	3.3%	7.4%	6.3%	6.7%	4.3%	2.4%	2.6%
Room-nights Sold (RNS)	**45,599**	165	336	332	400	2,152	6,170	11,371	12,032	8,467	3,331	513	330
% Change	**8.4%**	-63.8%	33.9%	30.2%	-25.0%	2.3%	7.1%	8.9%	6.2%	12.5%	15.9%	42.9%	76.5%
Other													
Occupancy Rate	**25.0%**	5.9%	6.6%	6.2%	9.2%	6.6%	17.5%	51.5%	56.3%	13.9%	10.5%	10.0%	15.9%
% Point Change	**0.6%**	-15.9%	1.3%	3.0%	-1.4%	-3.2%	4.9%	-3.4%	5.7%	-0.1%	-13.0%	4.7%	8.6%
Room-nights Sold (RNS)	**1,937**	22	23	23	33	40	184	654	681	133	49	36	59
% Change	**12.7%**	-72.8%	27.8%	91.7%	-13.2%	-20.0%	54.6%	9.9%	24.0%	15.7%	-48.4%	89.5%	118.5%

Prince Edward Island TOURISM INDICATORS

Occupancy - Campground

December 2016

% Change 2015/2016		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	**YTD**	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
Total Operations Open		0	0	0	0	23	45	48	49	46	16	0	0
% Change		~	~	~	~	-8.0%	4.7%	4.3%	2.1%	7.0%	23.1%	~	~
Total Site-nights Available	**715,840**	~	~	~	~	23,659	160,315	185,909	185,899	142,885	17,173	~	~
% Change	**7.1%**	~	~	~	~	-22.7%	9.7%	5.9%	8.3%	14.9%	-14.6%	~	~
Total Site-nights Sold (SNS)	**314,307**	~	~	~	~	6,021	55,346	110,420	102,037	38,789	1,694	~	~
% Change	**10.7%**	~	~	~	~	-31.1%	18.8%	11.5%	10.9%	7.9%	-3.1%	~	~
Occupancy Rate	**43.9%**	~	~	~	~	25.4%	34.5%	59.4%	54.9%	27.1%	9.9%	~	~
% Point Change	**1.4%**	~	~	~	~	-3.1%	2.7%	3.0%	1.3%	-1.8%	1.2%	~	~
North Cape Coastal Drive													
Occupancy Rate	**27.7%**	~	~	~	~	1.1%	14.4%	38.3%	37.3%	17.4%	6.7%	~	~
% Point Change	**-0.6%**	~	~	~	~	-0.5%	2.7%	-1.8%	0.8%	0.0%	-90.0%	~	~
Site-nights Sold (SNS)	**21,909**	~	~	~	~	24	2,053	8,407	8,305	3,065	55	~	~
% Point change	**1.9%**	~	~	~	~	-29.4%	31.3%	-3.9%	2.1%	9.1%	-73.8%	~	~
Summerside Area [1]													
Occupancy Rate	***47.0%***	~	~	~	~	~	*23.5%*	*62.8%*	*66.2%*	*30.6%*	~	~	~
% Point Change	***-0.6%***	~	~	~	~	~	*-3.8%*	*-2.5%*	*4.2%*	*3.8%*	~	~	~
Site-nights Sold (SNS)	***5,605***	~	~	~	~	~	*681*	*2,006*	*2,115*	*803*	~	~	~
% Change	***-0.3%***	~	~	~	~	~	*-4.9%*	*-0.9%*	*8.9%*	*10.0%*	~	~	~

Prince Edward Island TOURISM INDICATORS

Occupancy - Campground

December 2016

% Change 2015/2016		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	**YTD**	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Green Gables Shore													
Occupancy Rate	**46.4%**	~	~	~	~	27.6%	38.6%	62.7%	56.6%	27.6%	4.0%	~	~
% Point Change	**0.8%**	~	~	~	~	-8.3%	2.0%	3.3%	0.3%	-3.9%	0.9%	~	~
Site-nights Sold (SNS)	**223,198**	~	~	~	~	3,469	43,559	78,700	71,186	25,870	414	~	~
% Point change	**11.1%**	~	~	~	~	-42.7%	18.1%	13.9%	12.0%	3.6%	-5.9%	~	~
Red Sands													
Occupancy Rate	**42.3%**	~	~	~	~	74.4%	33.5%	49.0%	47.4%	26.7%	8.6%	~	~
% Point Change	**9.8%**	~	~	~	~	-1.3%	18.5%	10.1%	13.4%	12.3%	**	~	~
Site-nights Sold (SNS)	**6,366**	~	~	~	~	884	1,047	1,821	1,779	818	17	~	~
% Point change	**31.2%**	~	~	~	~	-30.8%	129.6%	25.1%	39.4%	111.9%	**	~	~
Charlottetown													
Occupancy Rate	**50.1%**	~	~	~	~	25.7%	43.4%	76.8%	65.0%	35.6%	17.7%	~	~
% Point Change	**3.1%**	~	~	~	~	10.4%	2.9%	-2.6%	1.1%	3.9%	-0.3%	~	~
Site-nights Sold (SNS)	**22,327**	~	~	~	~	986	3,993	7,312	6,185	3,279	572	~	~
% Point Change	**2.8%**	~	~	~	~	31.1%	7.1%	-3.3%	1.6%	12.3%	-16.1%	~	~
Points East													
Occupancy Rate	**42.0%**	~	~	~	~	17.3%	22.5%	56.1%	59.3%	30.0%	23.8%	~	~
% Point Change	**3.7%**	~	~	~	~	4.9%	2.6%	5.9%	3.5%	1.5%	1.6%	~	~
Site-nights Sold (SNS)	**40,507**	~	~	~	~	658	4,694	14,180	14,582	5,757	636	~	~
% Point change	**15.8%**	~	~	~	~	6.0%	19.2%	16.2%	12.7%	18.3%	52.9%	~	~

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

Prince Edward Island TOURISM INDICATORS

Visitor Origins

December 2016

		YTD	1st Quarter Jan	Feb	Mar	2nd Quarter Apr	May	Jun	3rd Quarter Jul	Aug	Sep	4th Quarter Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)		**964,671**	18,811	19,053	18,508	22,218	39,677	127,143	256,102	253,736	127,799	40,529	23,570	17,525
% Change		**10.2%**	9.9%	26.8%	14.7%	16.6%	-0.4%	14.2%	12.5%	9.7%	9.2%	-3.6%	3.2%	6.2%
ORIGIN BREAKDOWN		***100%***		***100%***			***100%***			***100%***			***100%***	
Canada		**88.2%**	95.4%	95.6%	95.1%	94.4%	89.1%	87.3%	89.2%	87.7%	82.8%	85.1%	93.2%	93.0%
United States		**8.1%**	1.7%	2.2%	2.9%	3.8%	7.4%	7.7%	7.8%	9.0%	11.8%	10.0%	4.3%	3.6%
International		**3.6%**	2.9%	2.2%	2.0%	1.8%	3.5%	4.9%	2.9%	3.2%	5.4%	4.9%	2.5%	3.4%
% Change 2015/2016														
CANADA	ONS*	**11.0%**	9.7%	26.4%	15.4%	18.3%	-0.7%	14.3%	14.7%	9.8%	10.0%	-3.1%	4.6%	6.8%
Fixed Roof - RNS*		**10.8%**	9.7%	26.4%	15.4%	18.3%	9.4%	10.2%	16.8%	8.5%	10.0%	-2.9%	4.6%	6.8%
Campground - SNS*		**11.4%**	~	~	~	~	-32.1%	18.8%	12.5%	11.4%	10.0%	-7.6%	~	~
New Brunswick	ONS*	**4.2%**	-6.3%	16.5%	5.8%	19.4%	5.3%	-3.3%	9.7%	10.7%	-3.0%	-14.8%	-17.4%	13.7%
Fixed Roof - RNS*		**2.2%**	-6.3%	16.5%	5.8%	19.4%	6.0%	-4.7%	9.7%	6.2%	-4.3%	-14.7%	-17.4%	13.7%
Campground - SNS*		**10.3%**	~	~	~	~	-5.4%	0.0%	9.8%	18.9%	2.1%	-16.8%	~	~
Nova Scotia	ONS*	**3.0%**	14.0%	24.1%	12.6%	9.3%	0.2%	6.1%	-1.5%	0.4%	7.8%	-8.5%	5.5%	11.5%
Fixed Roof - RNS*		**5.2%**	14.0%	24.1%	12.6%	9.3%	2.0%	4.4%	8.3%	0.3%	4.0%	-8.6%	5.5%	11.5%
Campground - SNS*		**-4.3%**	~	~	~	~	-32.1%	11.6%	-16.3%	0.6%	26.4%	-2.7%	~	~
Ontario	ONS*	**17.6%**	7.0%	61.1%	18.1%	48.4%	8.7%	11.8%	28.8%	13.8%	14.3%	1.6%	1.3%	8.8%
Fixed Roof - RNS*		**16.7%**	7.0%	61.1%	18.1%	48.4%	11.6%	8.0%	29.2%	12.4%	14.2%	1.5%	1.3%	8.8%
Campground - SNS*		**22.4%**	~	~	~	~	-30.9%	32.7%	27.4%	18.8%	15.6%	13.6%	~	~
Prince Edward Island	ONS*	**10.7%**	25.7%	15.7%	2.8%	15.5%	-20.6%	18.4%	13.0%	9.7%	7.5%	19.4%	18.3%	0.1%
Fixed Roof - RNS*		**8.0%**	25.7%	15.7%	2.8%	15.5%	2.6%	-8.6%	8.4%	4.8%	5.4%	20.4%	18.3%	0.1%
Campground - SNS*		**11.7%**	~	~	~	~	-33.7%	23.0%	13.8%	10.5%	8.1%	14.0%	~	~
Quebec	ONS*	**23.7%**	-12.8%	20.4%	51.8%	39.8%	71.4%	30.4%	12.2%	22.0%	46.0%	26.0%	59.7%	65.8%
Fixed Roof - RNS*		**24.3%**	-12.8%	20.4%	51.8%	39.8%	76.6%	39.3%	11.4%	13.4%	48.4%	26.1%	59.7%	65.8%
Campground - SNS*		**22.5%**	~	~	~	~	-5.5%	4.5%	13.2%	33.5%	36.2%	13.3%	~	~
All Other Provinces	ONS*	**17.8%**	37.8%	83.0%	96.8%	4.3%	3.7%	35.8%	40.7%	4.1%	12.7%	-17.8%	14.8%	-25.1%
Fixed Roof - RNS*		**18.5%**	37.8%	83.0%	96.8%	4.3%	8.7%	47.8%	24.9%	13.9%	15.1%	-14.6%	14.8%	-25.1%
Campground - SNS*		**14.7%**	~	~	~	~	-40.0%	-5.5%	91.4%	-25.6%	-1.0%	-62.7%	~	~

Prince Edward Island TOURISM INDICATORS

Visitor Origins

December 2016

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	**17.5%**	-28.5%	1.9%	69.2%	12.0%	47.6%	17.8%	15.5%	18.5%	13.9%	21.1%	10.5%	41.9%
New England	ONS*	**12.4%**	-57.3%	-25.0%	63.0%	-9.8%	41.5%	26.8%	2.5%	15.2%	12.3%	19.4%	26.5%	62.2%
Mid-Atlantic	ONS*	**25.7%**	46.2%	152.4%	107.7%	46.4%	73.5%	8.6%	17.8%	21.8%	34.9%	37.3%	78.5%	65.5%
South	ONS*	**23.2%**	-36.2%	-16.5%	61.0%	75.5%	44.9%	17.0%	20.9%	23.1%	14.9%	63.1%	61.3%	151.4%
Midwest	ONS*	**1.8%**	-34.8%	-49.1%	33.8%	-15.3%	-6.6%	-2.4%	19.1%	4.8%	8.6%	-25.2%	-44.5%	-40.4%
West	ONS*	**26.5%**	29.9%	128.8%	100.0%	14.3%	106.8%	31.3%	46.4%	28.5%	3.4%	15.7%	-40.9%	18.3%
INTERNATIONAL	ONS*	**-23.2%**	74.8%	113.3%	-34.0%	-30.4%	-37.0%	16.9%	-31.0%	-30.6%	-22.4%	-36.0%	-40.6%	-30.6%
China	ONS*	**15.0%**	78.3%	3900.0%	12.2%	247.6%	95.9%	426.7%	-49.9%	28.5%	-0.6%	-75.6%	-75.5%	0.0%
England	ONS*	**8.8%**	-55.6%	228.6%	125.0%	31.3%	72.9%	27.3%	-2.3%	6.0%	-7.5%	-14.2%	925.0%	-57.4%
Germany	ONS*	**-6.4%**	-66.3%	77.4%	-10.6%	-20.3%	-30.1%	-9.5%	-20.2%	-3.2%	21.8%	36.0%	-29.5%	-32.9%
Japan	ONS*	**-10.7%**	-100.0%	-40.0%	-11.4%	-73.0%	-13.2%	-18.7%	-25.8%	-9.7%	16.1%	12.3%	161.5%	7.7%
All Other Countries	ONS*	**-32.6%**	328.4%	98.5%	-51.9%	-45.5%	-63.0%	9.2%	-32.9%	-40.9%	-38.0%	-45.7%	-49.3%	-30.9%

TOURISM INDICATORS

Definitions

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of private recreational vehicles (cars, pick up trucks, RVs, buses, and motorcycles) leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Sources: Charlottetown Harbour Authority Inc / Summerside Port Corp. Data is the percentage change (and actuals) of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport / Port of Summerside against the same period of last year.

Motorcoach - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change (and actuals) of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.*

Tourism PEI Website - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of visits to www.tourismpei.com against the same period of last year. This includes desktop, tablet and mobile direct access to our website and excludes access on mobile using an app. A major change to the Tourism PEI website as well as a change from Google Analytics to Google Universal Analytics on Oct. 20, 2015 means that 2016 figures are not comparable to 2015 figures.

Call Centre - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of Tourism PEI call centre inquiries against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres / Destination Centres - Source: Tourism PEI. Data is the percentage change (and actuals) of the counts of parties counselled at all Visitor Information Centres / Destination Centres against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change (and actuals) of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change (and actuals) of the number of person-visits [(1)] made to the national park. Province House and Green Gables data is the percentage change (and actuals) of the number of visitors to each historic site.
[(1)] Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

Heritage Sites - Source: PEI Museum. Data is the percentage change (and actuals) of the total number of visitors to each heritage site against the same period of last year.

TOURISM INDICATORS

Definitions

OCCUPANCY

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (RNS*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (SNS*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

Accommodation Types - The accommodation types are grouped under the following categories: **Hotels/Motels/Resorts, Inns**, **Cabins/Cottages** (includes Cabins, Cottage, Vacation Home, Apartment, Condo), **Tourist Home/B&B** (includes Bed and Breakfast, Tourist Home, Hospitality Home), and **Other** (includes Trailer Rentals, Hostels).

VISITOR ORIGINS

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterick (ONS*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

Current Operator Compliance Rate: 100.00%
Note: Monthly indicator reports are not released until 95% of the operators have submitted their occupancy data

All data subject to ongoing revisions from the various sources of data
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Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division